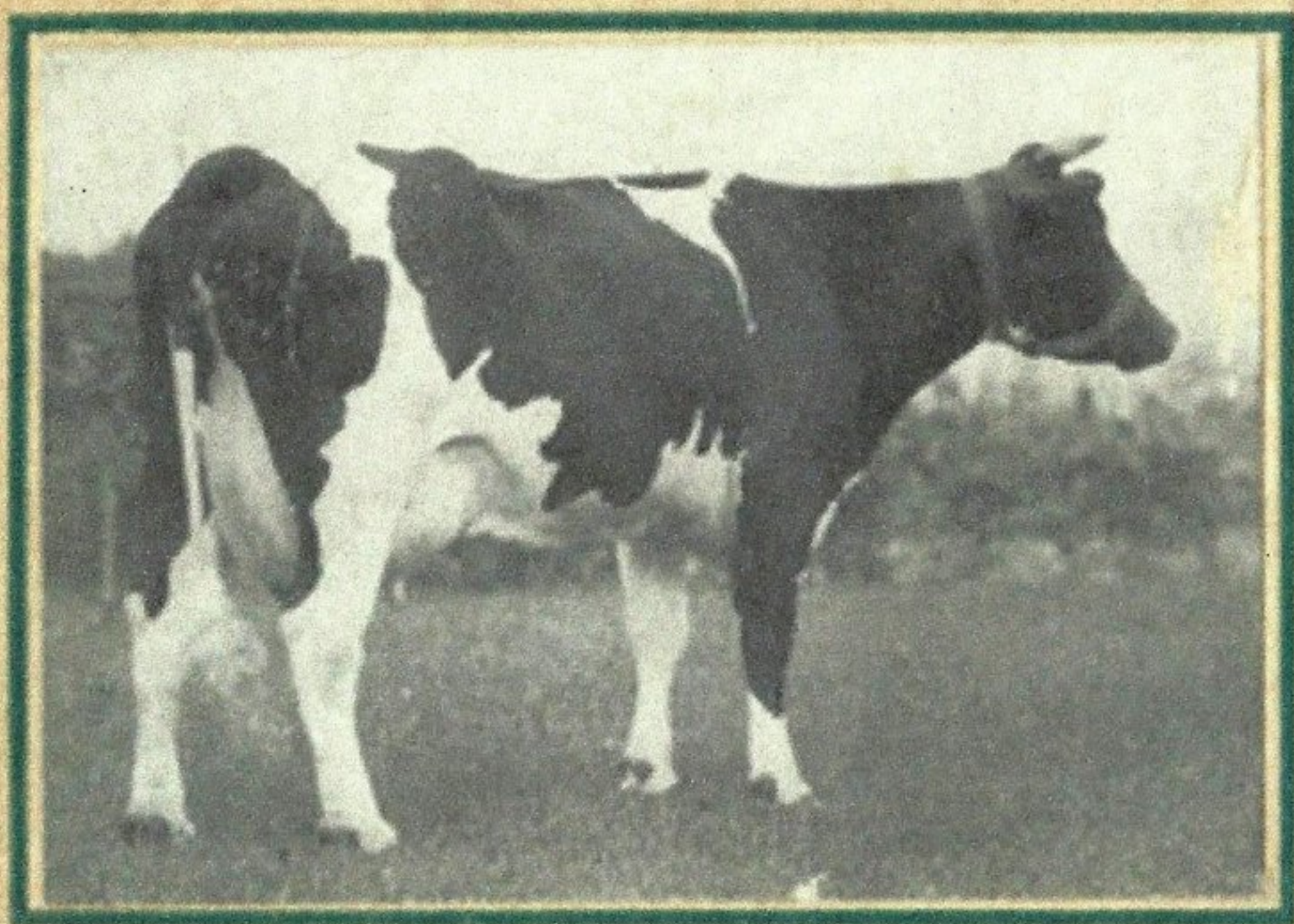


**How Would You Like Milk
From Cows Worth
\$5,000 and \$10,000 Each?**



**ALBINA JOSIE, CHAMPION OF THE WORLD IN FIRST LACTATION
CLASS, VALUED AT \$10,000.**

**Read About The
World Record Conditions**

— at —

Pine Grove Farms

Elma Center, N. Y.

PINE GROVE FARMS

Oliver Cabana, Jr., Owner

Certified Milk

From

Thoroughbred Registered Holsteins

The Best For

Infants, Invalids and Convalescents

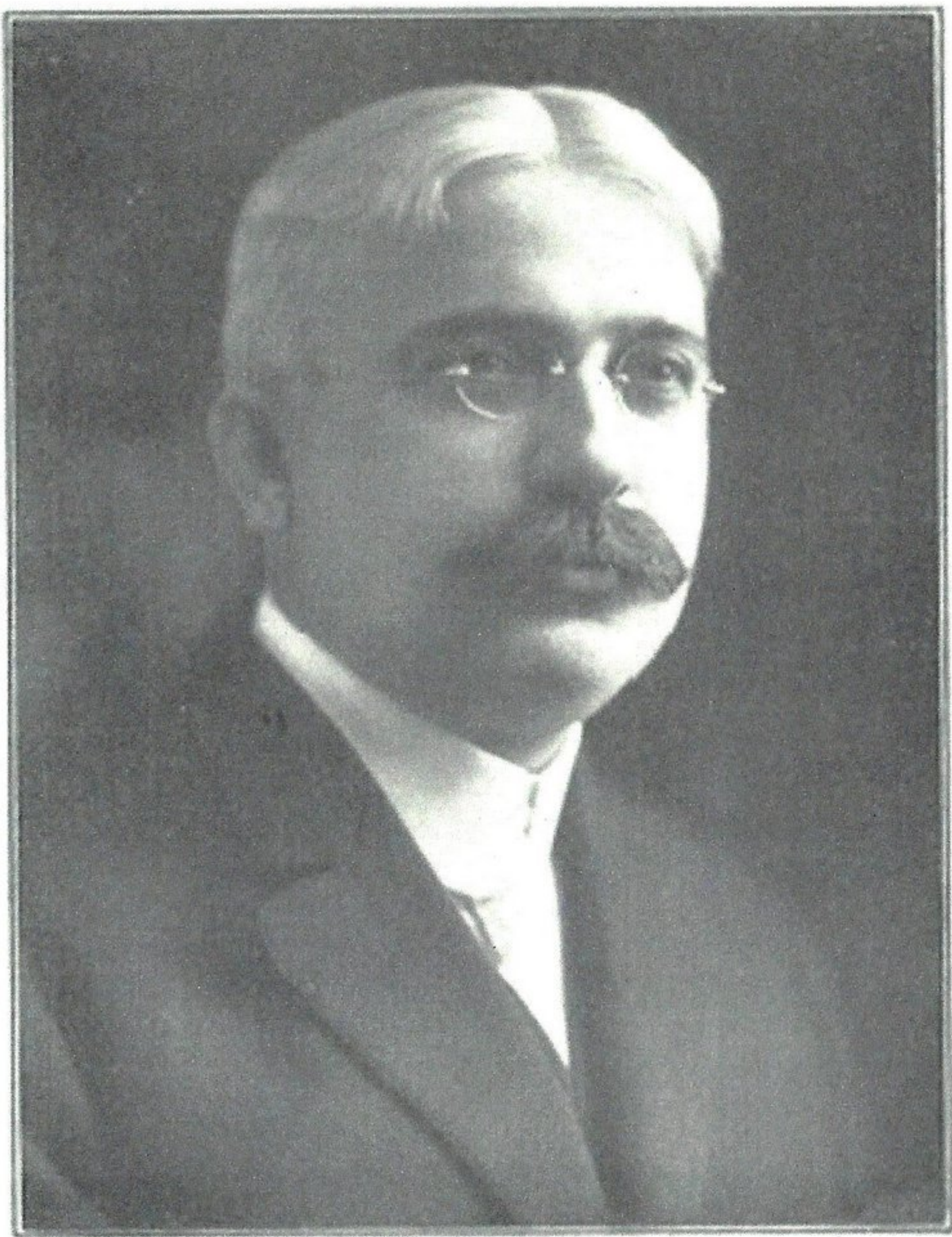
GENERAL OFFICE: ELMA CENTER, N. Y.

PHONE: EAST AURORA EXCHANGE 287-N-2

RAILROAD STATION, ELMA, N. Y.

BUFFALO DISTRIBUTORS

QUEEN CITY DAIRY COMPANY



Mr. Oliver Cabana, Jr.
Owner of "Pine Grove" Farms

On "Pine Grove" Farms is conducted an enterprise concerned with the production of the purest and best milk in the world.

Do You Know

That the highest class and most valuable herd of thoroughbreds and registered Holsteins in the world is owned at Pine Grove Farms right here in Erie County?

That at Pine Grove you will find the most modern, most scientific, and cleanest milk producing plant in the world?

That every cow on the farm is a thoroughbred and registered Holstein, that they are housed in palace stables, are groomed with vacuum cleaners, stand on cork floors and are given every possible care and attention to preserve the highest degree of robust health?

That Pine Grove Milk is the cleanest milk in the world; that it is drawn from the cows by milking machines into vacuum containers made of German silver, so that human hands or even stable air cannot possibly come in contact with it?

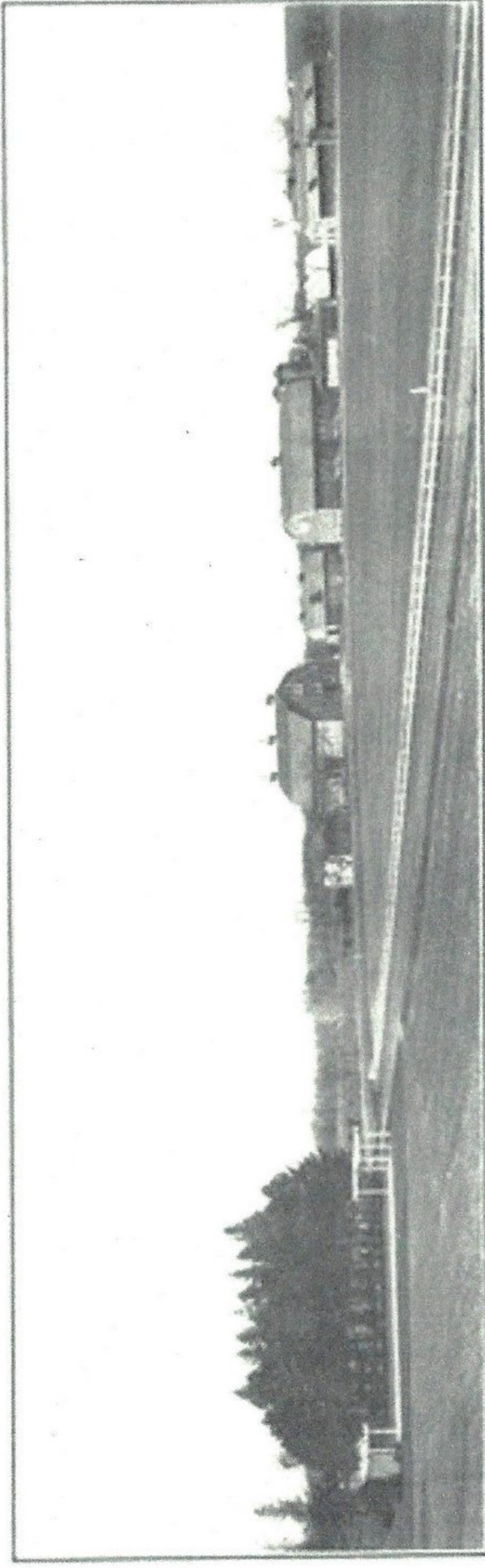
That eminent physicians and scientists the world over agree that Holstein milk as human food, especially for children, is the best and most healthful milk in the world?

That only about ONE PER CENT. of the cows in the United States are pure bred Holsteins, and that REAL Holstein milk is a delicacy that is difficult to get?

That Buffalo is the only city in the world that can get certified milk from thoroughbred and registered Holsteins, and produced under such unexampled, ideal conditions?

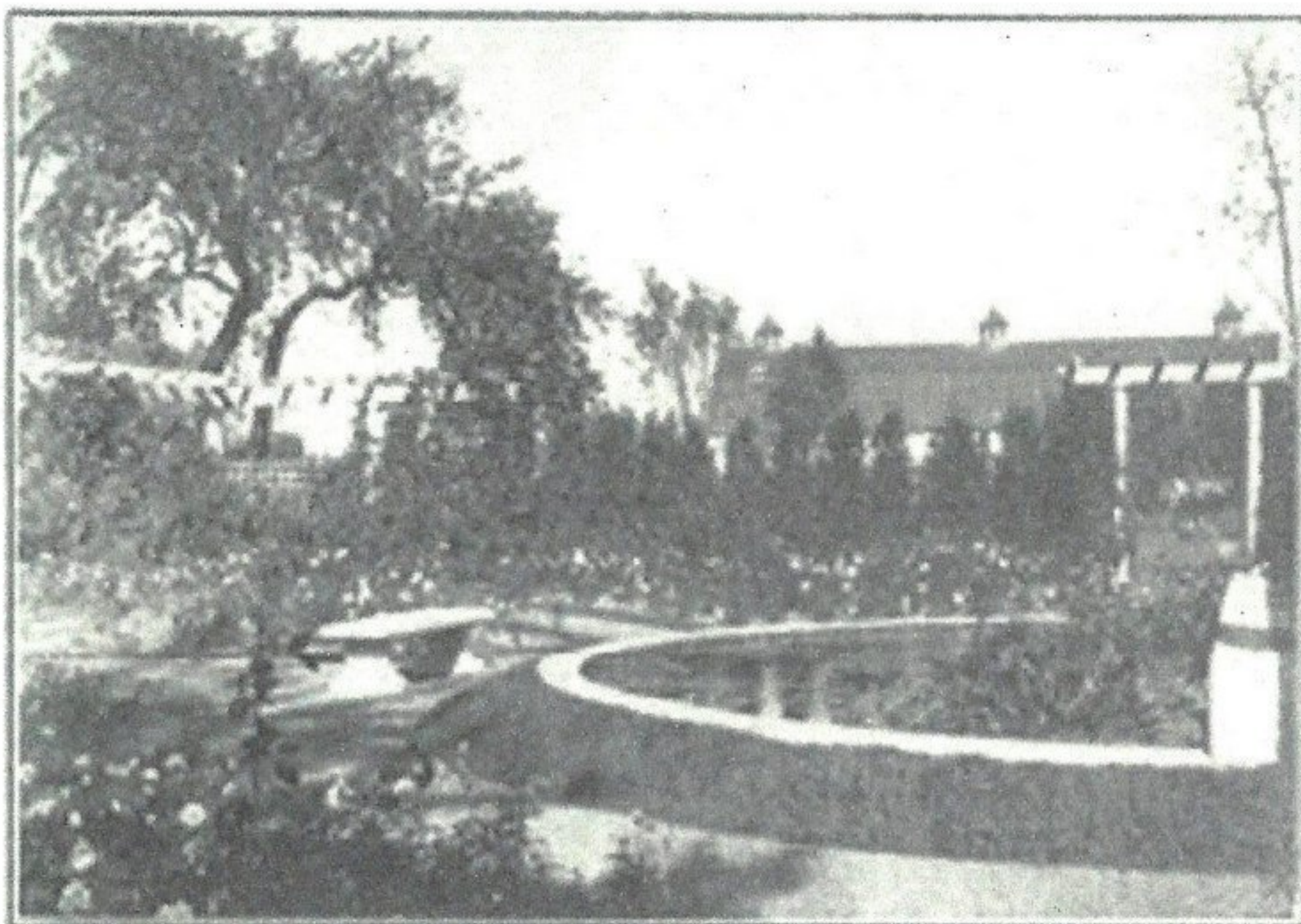
That this wonderful establishment is only thirty minutes' train ride from Buffalo and forty minutes by auto?

A Glimpse of PINE GROVE FARMS



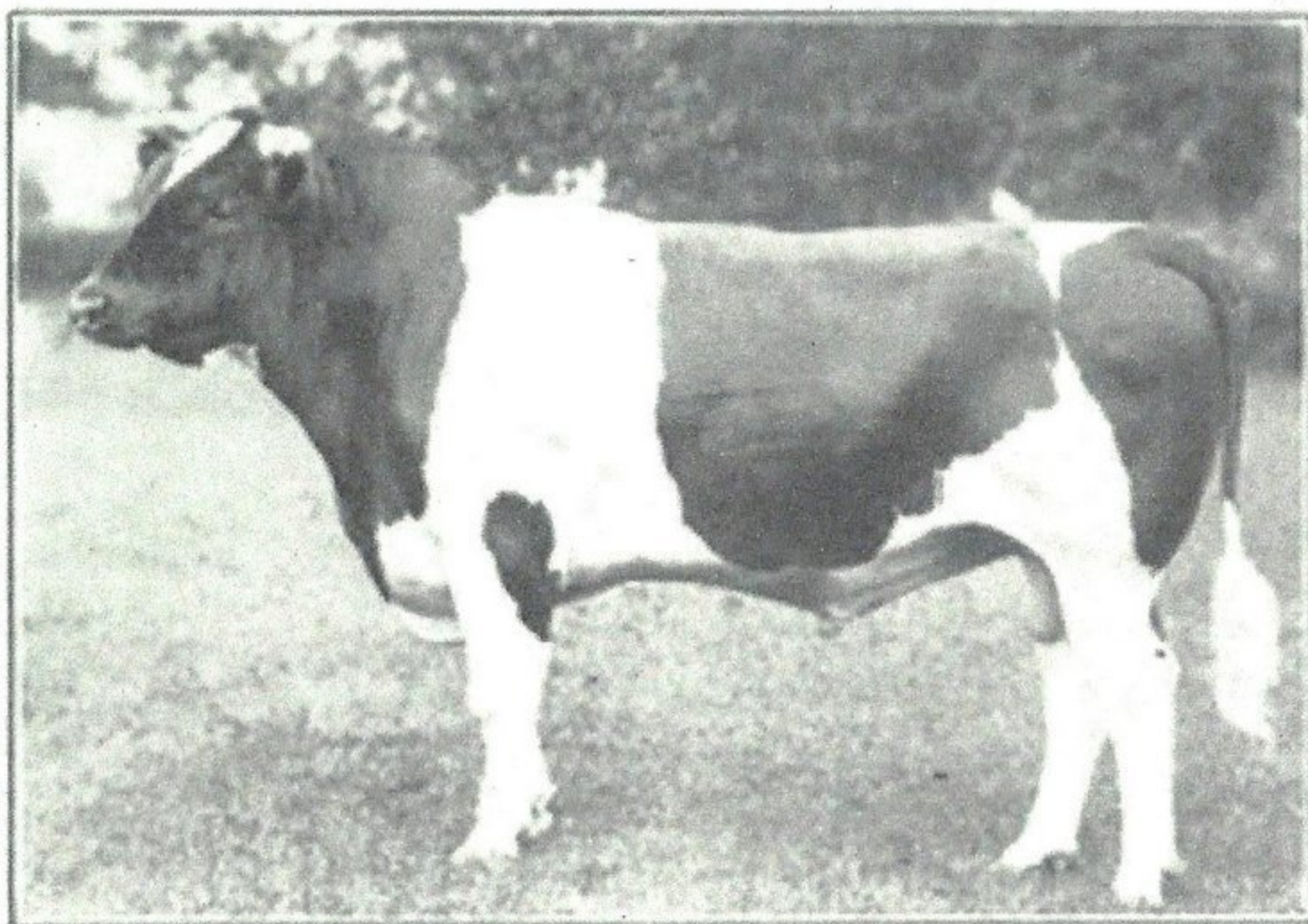
The home of the most valuable herd of thoroughbred Holsteins in the world. The milk here produced by thoroughbred registered Holstein cows, is certified under the stringent rules and conditions imposed by the Erie County Medical Society Milk Commission.

"Pine Grove" Farms comprise three farms, a total of 600 acres. "Pine Grove," proper, consists of two hundred acres. On this tract are nineteen buildings, including the summer home of the owner, a half-mile race track, park, tennis court, bowling green, rose gardens, lily pond, pergolas, and a pine grove, from which last is derived the name of the Farms.



ROSE GARDEN AND LILY POND

A glimpse of the rose garden and lily pond at Pine Grove. One thousand rose bushes that bloom from June to November.



Rag Apple Korndyke 8th. The Greatest Bull in the World

The above is a photograph of Rag Apple Korndyke 8th, the greatest Holstein bull in the world, which brought \$25,000 at auction, January 4, 1915, the highest price ever paid in public sale. He was bought by Mr. Cabana and is now at Pine Grove and is on exhibition to visitors at all times.

Holstein Milk, the Best for Infants, Invalids and Convalescents.

Dietetics, specialists, eminent physicians and scientists, the world over, recommend Holstein milk as being far the best milk in the world. Thousands of the highest authorities can readily be quoted but space forbids.

Among the reasons why Holstein milk is superior to all others may be mentioned: First, that it is a perfect emulsion, that is, the fat globules are much smaller than those in the milk of any other of the dairy breeds. This results in the milk being easily assimilated and an ideal food for the most delicate stomach; it is therefore admirably adapted for infants, children and invalids.

Second, the Holstein cow is the strongest, most robust, most healthful cow in the world. She is as unlike the small, puny, delicate Jersey as it is possible for two dairy animals to be. For centuries the Holstein cow has been world renowned for her great vitality and doctors know that this vitality is imparted to the milk and thence directly transmitted to the consumer.

Vitality in Milk

Professor W. L. Carlisle, Dean of Agriculture, Colorado State College, says: "There is such a thing as vitality in milk and it is of equal if not greater importance than its chemical composition, especially for the milk supplies of cities, and there can be no question but that the vitality of milk is closely associated with the vitality of the animal producing it."

The sturdy Hollander has bred the Holstein Cow for over two thousand years; he has kept the blood-stream pure and has so developed the Holstein that she is actually "thoroughbred"—the acme of perfection and all that is ideal in a dairy animal. Wonderfully strong and healthy, possessing great vitality and ability to resist disease, she has attained great size and great production of the best milk in the world.

Considering that only one per cent. of all the dairy cows in the United States are thoroughbred Holsteins and that the vast majority of so-called Holstein cattle are only part bred, the question will at once suggest itself: Where can I get really pure Holstein milk?

At Pine Grove Farms there are about 200 head of cattle and everyone without exception is a thoroughbred and registered Holstein. Therefore, you cannot get anything but the purest Holstein milk from Pine Grove.

BUT THIS IS NOT ALL! Not only this, but aside from being strictly pure Holstein milk from thoroughbred Holstein cows, Pine Grove makes a specialty of certified milk.

What Is Certified Milk? Just Read The Answer!

Certified milk is milk produced under stringent rules and conditions imposed by the Erie County Medical Society Milk Commission and sold under the seal of that organization.

Before certified milk can be sold this Milk Commission inspects the plant, the cattle and the workers and if all of the numerous and strict requirements are met, it "Certifies" the plant and grants permission to produce and sell the milk to the public under the seal of the Milk Commission as "Certified Milk."

But the vigilance of the Milk Commission does not stop here! The plant, cattle and workers are thereafter inspected and examined at frequent and irregular intervals by the physicians constituting this Commission.

The Milk Commission purchases Pine Grove Milk in the open market at frequent intervals, has it analyzed for butter fat and milk solids to see that it continues to measure up to the high standard required. A bacteriological examination of the milk is also frequently made by the official bacteriologist of the Commission.

The production of certified milk is therefore under the constant supervision, inspection and watchful care of the Erie County Medical Society Milk Commission at all times.

Actual Conditions at Pine Grove

The cattle at Pine Grove are selected and must be perfect animals in the best of health and are tuberculin tested at least once each year, thereby preventing a possibility of any of them being infected with disease.

They are given the best of food and water. The Milk Commission has inspected the water plant and has had the water analyzed and approved.

When near milking time the stable floors and gutters are flushed and scrubbed with hose and brooms, followed by spraying with an antiseptic solution, to "make assurance doubly sure."

Before each milking the cows are secured by small neck chains in order that they cannot lie down until after milking. They are now thoroughly groomed with vacuum cleaners, after which they are wiped off with moist cloths to remove all particles of dust. Their udders and flanks are then thoroughly washed and rinsed in clean water in which an antiseptic solution has been introduced, after which they are wiped dry. The first few streams of milk from each quarter are not used, thus stringently guarding against the possibility of unclean milk.

The milking machines are now attached and the milk is drawn from the cows and automatically deposited into the vacuum chamber of the milking machine. These chambers are made of German silver and are ideal containers for the milk. This container is then taken to a special room adjoining the creamery, opened and the milk deposited into a receiver that instantly conveys it into the cooler in the creamery where it is immediately bottled and sealed.

Please remember that the vacuum receptacle is not opened until after it has been carried out of and away from the stable into a special room provided for that purpose, hence it is a physical impossibility for even stable air to come in contact with the milk.

THINK OF IT! UP TO THIS POINT, THE MILK, BEING IN A VACUUM, IS AS FREE FROM ALL POSSIBILITY OF CONTAMINATION OF ANY KIND AS WHEN IT WAS IN THE UDDER OF THE COW providing always that this vacuum container is kept clean! On this point precautions are taken that reduce this chance to practically an impossibility as will be explained later.

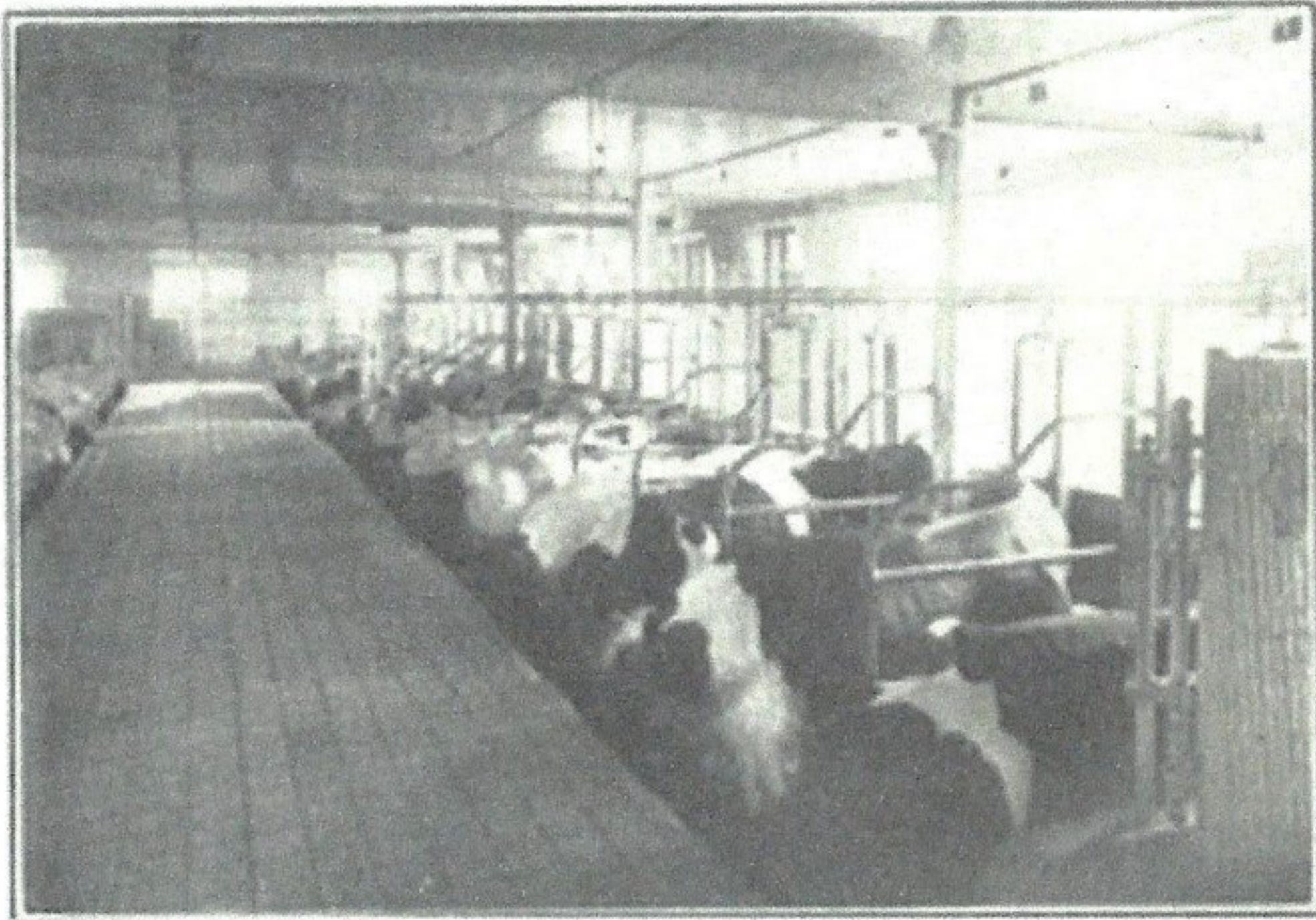
Please do not underestimate this great accomplishment! Here we have drawn the milk from the cow into an air-tight chamber and carried that chamber out of and away from the stable without even AIR, good or bad, touching it! Truly a remarkable scientific feat.

You hear people remark of some milk, "This milk tastes cowy." This means that it tastes of the stable and is unclean and unfit for use. You will never find a "cowy" odor or taste to Pine Grove Milk. Besides, pure, clean Holstein milk is tasteless except for the delicate sweetness of sugar of milk.

Utensils and Handling of Milk

After cleansing and scrubbing all utensils, including vats, piping, bottling machine, cooler, bottles, milking stools and all parts of the milking machines, these utensils and parts are all put into a concrete sterilizing chamber and the chamber closed air tight after which live steam is turned into the chamber and kept there at 210 degrees Fahrenheit for several hours, thus insuring not only absolute cleanliness but absolute and unquestioned sterility.

Permit us to digress a moment to call attention to the sad fact that one-third of the children born in this country die before they are five years old, most of them before their second year. Physicians realize that this terrible death rate could be greatly reduced if they could always be assured of Holstein milk produced under sanitary conditions. This makes the work going on at Pine Grove one of very great importance.



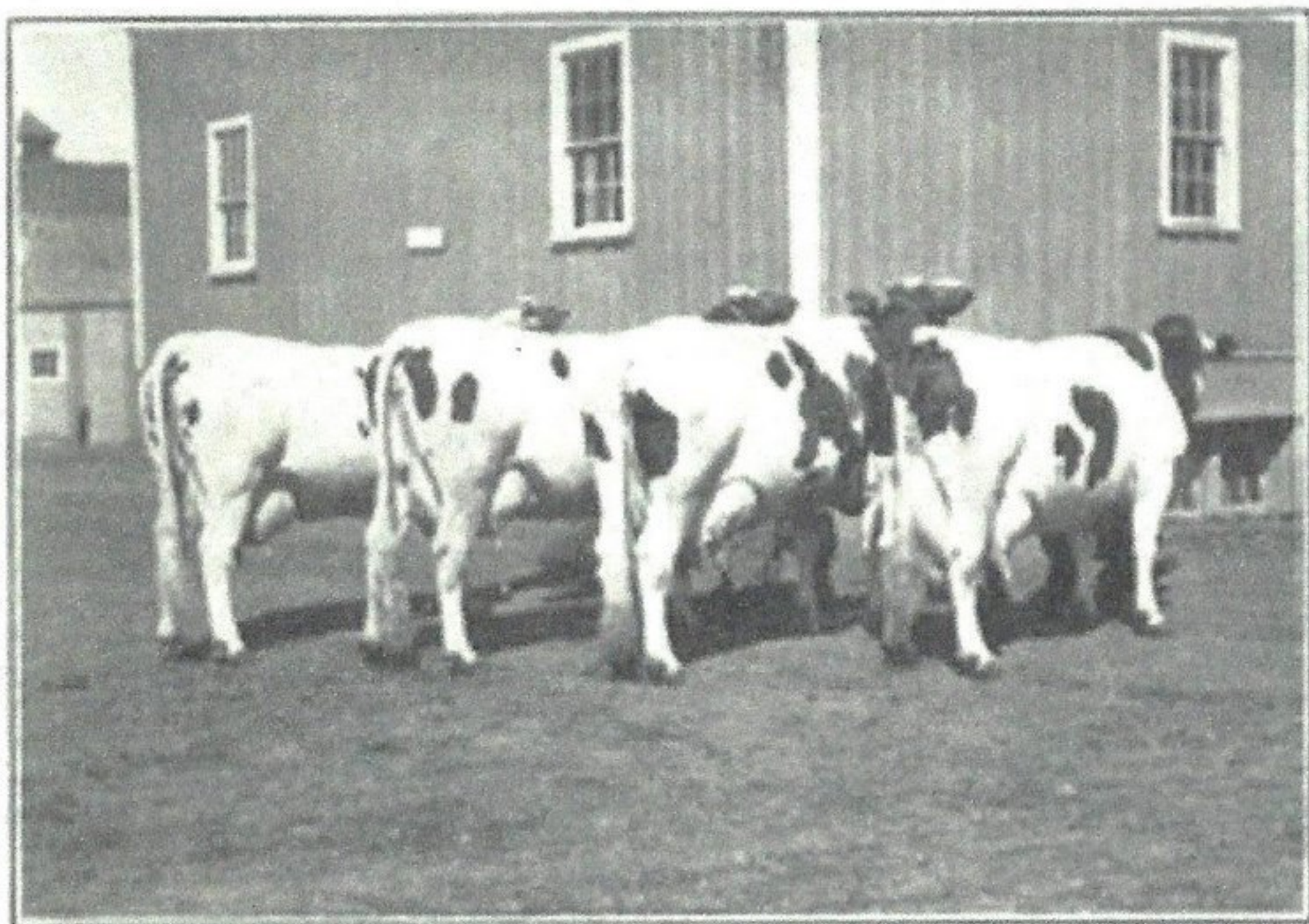
This picture illustrates a portion of the stable showing the cattle in position. Note the flood of sunlight, the concrete floors and gutters and the absolute cleanliness and sanitation. These stables are provided with the latest and most scientific ventilating system and the cattle stand and lie on floors of cork brick. The stanchions, stalls and fixtures are all of metal and are kept scrupulously clean and sanitary.

The cows are provided with individual drinking basins with covers and these covers they readily learn to lift when thirsty; the covers fall back into position and thus prevent dust or dirt from getting into the water. These basins fill automatically as the cows drink, so that the cows are always provided with fresh, clear, spring water.

Care of the Cattle

The cattle are practically never left alone. A night watchman is in constant attendance to look after their welfare during the night. They are fed on a scientific balanced ration consisting of Hominy, Ground Oats, Gluten, Oil Meal and Bran to which is added as a roughage Alfalfa, Clover Hay and Corn Silage. They are groomed and cleaned with powerful vacuum cleaners keeping them clean and glossy at all times.

This important work is done without distributing any dust, dirt or hairs about the premises as is the case with the old method of grooming.

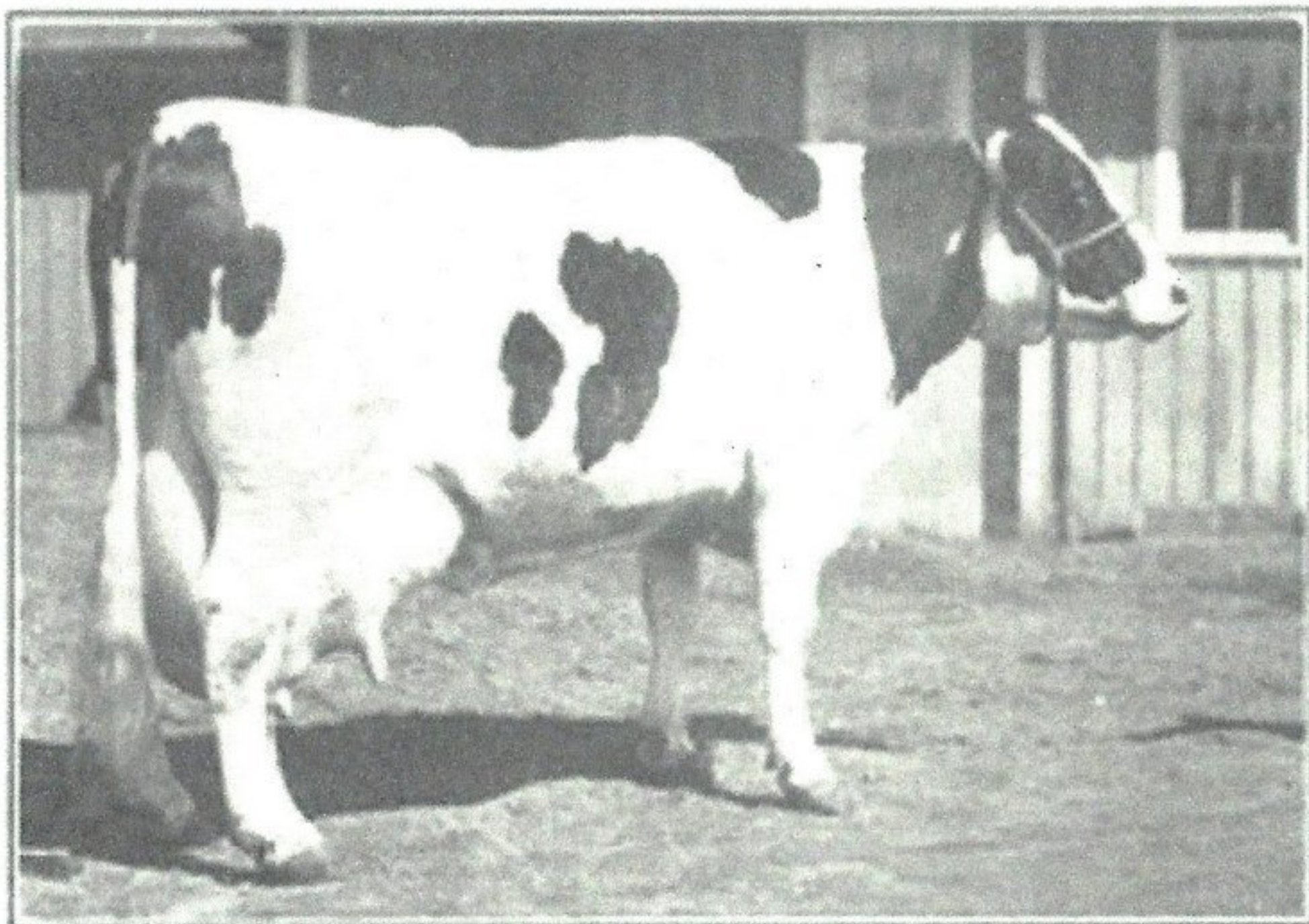


This quartet has higher official records than any other four cows in the world owned at one farm.

The four cows shown in the above picture compose the highest official record quartet owned by any one farm in the world. Reading from right to left they are Pontiac Pet, former champion of the world with a record of 37 and 68/100 pounds of butter in seven days; Diona Koningen Pietertje, record 37 and 44/100 pounds; Segis Fayne Johanna, record 35 and 30/100 pounds; and Lady Concordia De Kol, record 35 and 8/100 pounds.

Aside from these famous cows, Pine Grove Farms own two present champions of the world in their respective classes, Albina Josie, whose picture is shown on the front cover, and Milanhurst America De Kol, whose picture will be shown later.

This combination with other noted and high record cows makes the herd at Pine Grove the most valuable of its size in the world.

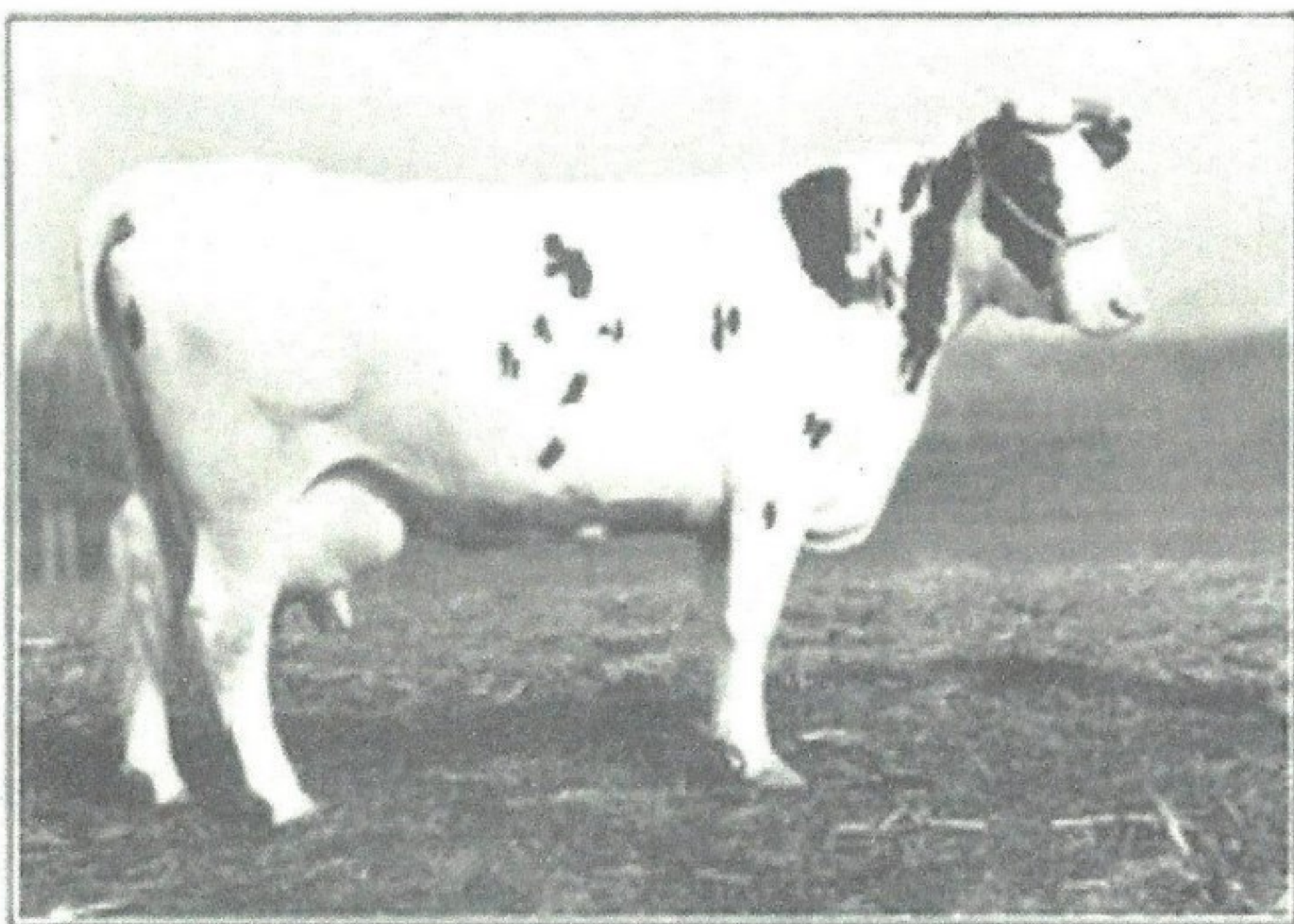


PONTIAC PET

Former Champion of the World over all
Classes and all Breeds.

Pontiac Pet, the former champion of the world over all classes and all breeds, is a wonderful cow as her picture will indicate. Her fame is known by every lover of Holsteins the world over.

This cow sold for \$5,500 at auction on January 5, 1915. This is the highest price ever paid for a cow of her age, twelve years. One of her sons owned by Mr. Fred F. Field, noted breeder, of Brocton, Mass., was recently priced by Mr. Field at \$35,000. Pontiac Pet is owned at Pine Grove Farms where she may be seen at any time by visitors. She is one of the quartet previously referred to.



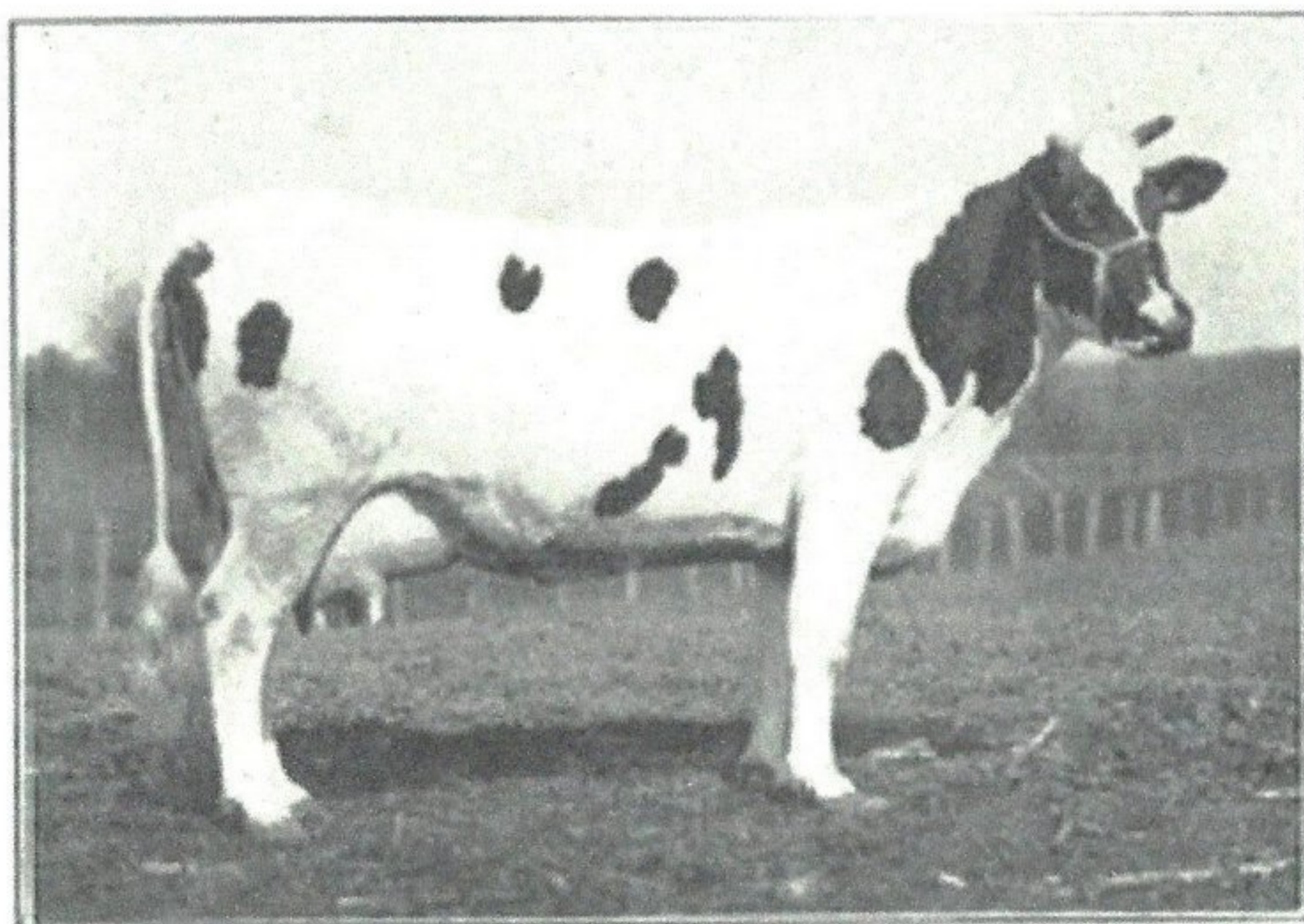
Milanhurst America De Kol

Present Champion of the World as a Junior Four-Year-Old

Milanhurst America De Kol is a wonderful and valuable animal. She is considered by experts as an ideal type of the true dairy cow. The former world's record as a junior four-year-old for the class, eight months after lactation, was 21 and $47/100$ pounds of butter in seven days. Milanhurst America De Kol has set the mark so high that it will be a long time before she is displaced as champion of the world; her record being 28 and $53/100$ pounds of butter in seven days; she having completed this remarkable record on October 18, 1915.

The world's milk record in this class for one year's production is now held by Maplecrest Pontiac Girl being 22,730 pounds for one year. Milanhurst America De Kol at this writing has equaled this great record in less than a year, having eleven weeks to go to complete her yearly record. This makes her a double World Champion. In addition, at the rate she is now running, she will exceed the world's

record for butter production in one year in which event she will become a triple World Champion. This cow made the great record of 34 and 8/100 pounds of butter in seven days at the beginning of her lactation period and while a very valuable animal she is not one of the great quartet heretofore mentioned.

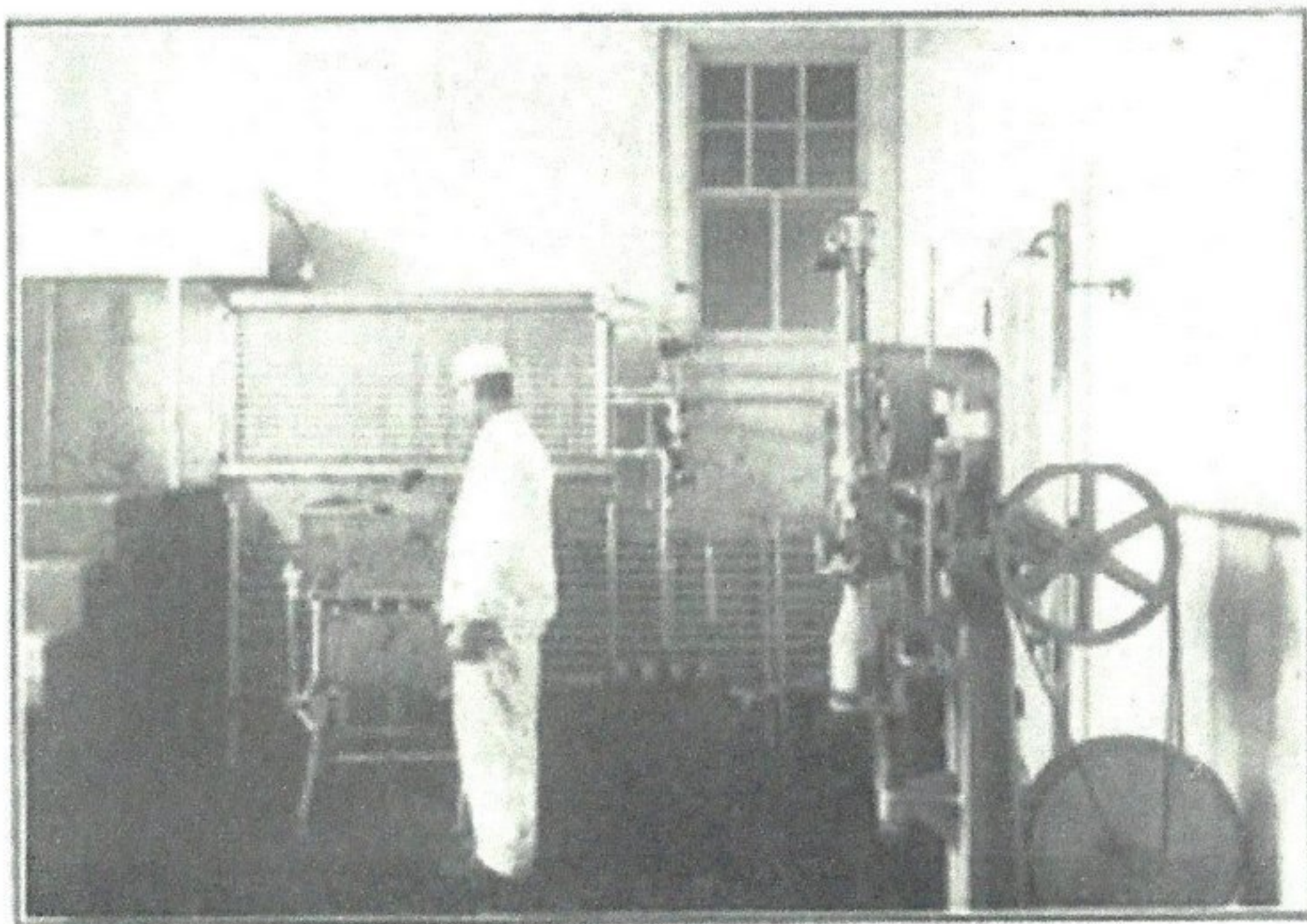


Diona Koningen Pietertje

Second Highest Priced Cow Ever Sold at Auction
\$6,500

One of the Members of the Famous Quartet

It will be readily understood that the great value of these cattle make it highly important that they be surrounded with every sanitary and healthful condition possible, be given the very best of food and the most scrupulous care and attention both night and day. This is conducive both to their physical well being and to the production of milk that cannot fail to be a builder of health and vitality.

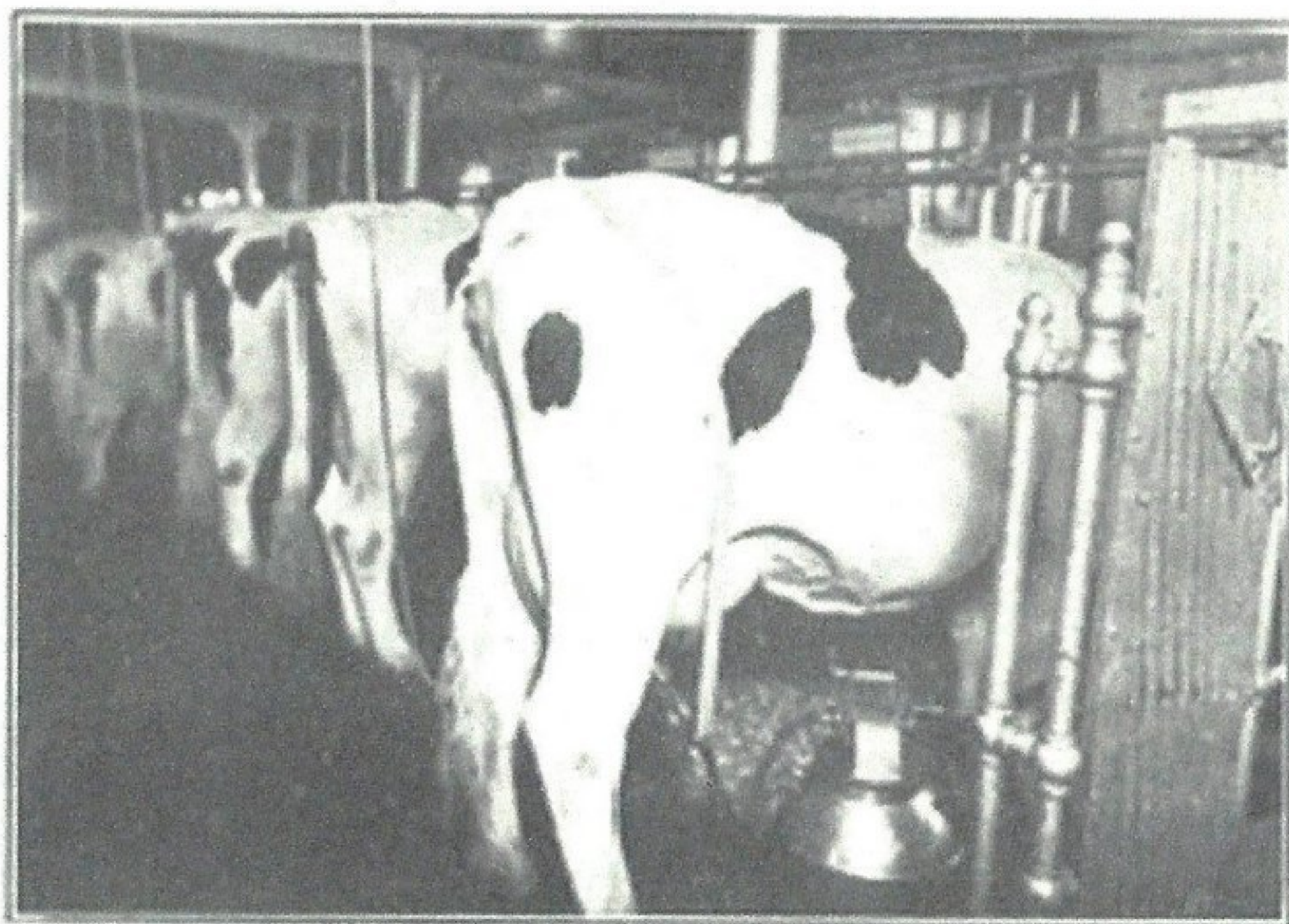


Cooling, Bottling and Sealing Room

We call your attention to the fact that there are no connecting doors between the stables, clean as they are kept, and the creamery. The milkers carry the milk in vacuum containers through a corridor and empty them into a receptacle in a separate room adjoining the creamery. The milk is piped by gravity through a solid wall of masonry and flows into the vat shown at the upper left hand corner of the picture. This in turn flows over the cooler which has the appearance of a series of pipes, into the bottling machine and is automatically bottled without the hands in any way coming in contact with it. The bottles are then placed in the machine at the right which automatically seals them with the seal of the Erie County Medical Society Milk Commission. These seals indicate the day the milk was produced so that the consumer is always certain of getting absolutely fresh milk.

To keep milk pure and free from bacteria it must be instantly cooled, removing the animal heat. After bottling and capping the bottles securely with the Pine Grove seal they are packed, one dozen in a box, carefully iced and shipped to Buffalo. They are also kept iced on the delivery wagons until they reach the hands of the consumer.

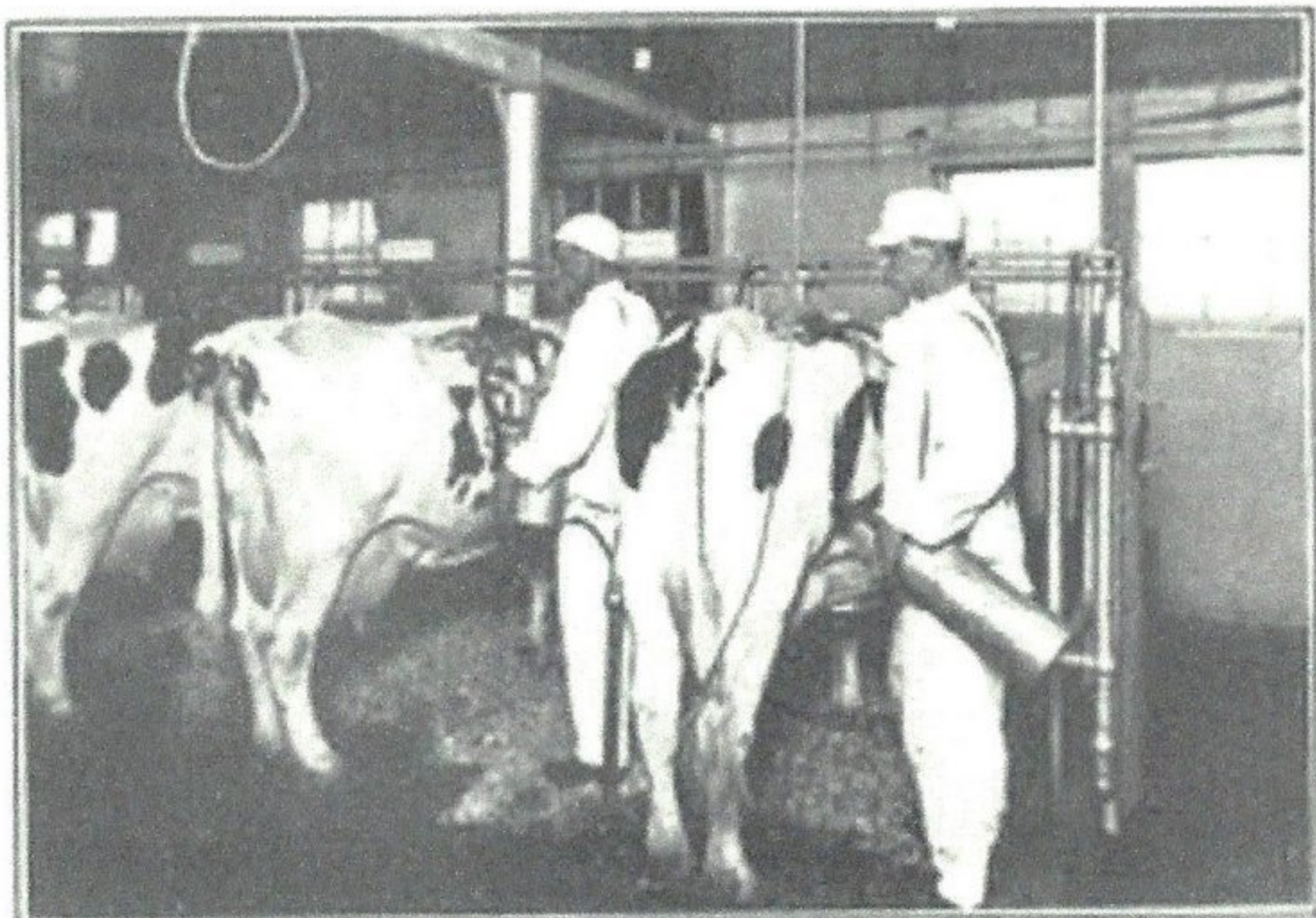
The men who have to do with any part of the process are dressed in clean white uniforms as shown in the picture and must be in good health. They are periodically examined by a physician who is a member of the Milk Commission of the Erie County Medical Society. These examinations are made without notice at irregular intervals so that the men have no knowledge of the moment they are likely to be examined.



Milking Machines in Operation.

As you have read, "What is Certified Milk?" you have realized the stringent rules surrounding the production of certified milk, as required and supervised by the Milk Commission of the Erie County Medical Society. You will be interested to know that not only are these requirements fully complied with at Pine Grove, but they are materially exceeded in at least four respects. Neither the government standard nor that of the Erie County Medical Society requires the use of milking machines. At Pine Grove Farms these mechanical wonders have been installed and are in successful operation, as previously indicated.

The power for operating these machines is produced in the power house some distance away from the stables, so that neither noise, oil, dust, or anything connected with the production of power comes in contact with the stable or dairy buildings.



Grooming the Cows with Vacuum Cleaners.

Another important method in which all the stringent requirements for the production of Certified Milk are exceeded at Pine Grove is indicated in the above picture showing the cattle being groomed and massaged with powerful vacuum cleaners, thus insuring not only absolute cleanliness, but promotion of the health and well-being of the animal and the entire absence of dirt, dust, or loose hairs in the stable.

The third important point wherein requirements are exceeded lies in the fact that the Medical Milk Commission does not insist that it be Holstein milk. This is entirely voluntary at Pine Grove, and not only is every animal a thoroughbred and registered Holstein, but they are the most perfect and most valuable cows of that breed.

The fourth point wherein the requirements are exceeded at Pine Grove is that the cattle selected for the production

of this certified milk are testing reasonably high in butter fat. One of the requirements of the State of New York is that milk shall test 3 per cent. in butter fat. Pine Grove Milk tests around 4 per cent., thus considerably exceeding the State requirements.

How the Milk is Supplied

Pine Grove certified milk, as you will understand, is instantly cooled, bottled right at the farm and sealed with the seal of the Erie County Medical Association Milk Commission. It is sealed in a manner that makes it impossible for the milk to be tampered with in any way without detection by the consumer.

In addition to this, it is distributed only by the Queen City Dairy Company, a thoroughly responsible concern.

The introductory price is 16 cents per quart, but as this price is less than the cost of production, it will probably be necessary to advance it at some future date to conform with the prevailing price of all certified milk, namely 18 cents.

The reader will understand that it is impossible to get the full cost of this milk produced under these conditions and from such valuable animals. The only hope of preventing a heavy loss is by selling, at high prices, the calves raised from these animals.

All persons interested in the production of the best milk in the world are cordially invited to visit Pine Grove Farms at Elma, N. Y. Take the Pennsylvania Railroad, leaving the New York Central Station at Buffalo, stopping at Elma; a run of thirty minutes. The farm is three-quarters of a mile from the station and if you will notify us by mail or telephone, you will be met at the station, driven to the farm and taken on a tour of inspection. It is a delightful trip by automobile. Take Seneca Street in Buffalo, following the brick road that leads to East Aurora, but turn to the left at Springbrook (at the Church), continuing one and one-half miles and you arrive at Pine Grove, thirteen miles from the Buffalo City Hall.

In writing, address "Pine Grove Farms, Elma Center, N. Y.," or you may reach us by Federal Telephone, East Aurora exchange, No. 287-N-2.

Orders for milk may be telephoned to the Queen City Dairy Company, Bell Telephone Seneca 3400, Federal Telephone No. 22-671.

Any other information will be cheerfully given by telephoning to the Buffalo office of Mr. Oliver Cabana, Jr., Federal Telephone No. 23-311, Bell Telephone Seneca 4644.



The bull calf in the above picture is valued at \$10,000. He and the little boy leading him are inseparable friends.

The calf is but one of many similar thoroughbred animals raised at Pine Grove every year.



Mr. Oliver Cabana, Jr.,
Pine Grove Farms, Elma Center, N. Y.
Dear Sir:—

We can never fully express to you how much we appreciate your certified milk. It has practically saved our baby's life after everything else had failed.

You will more fully appreciate this when we explain that we had tried everything else, including Mellen's Food, Horlick's Malted Milk, Eskay's Food, oatmeal gruel, barley water, and whey, besides employing four doctors and a nurse. Our baby was so ill, at the age of five months it weighed but seven pounds.

On June 4th we commenced using Pine Grove certified milk; she now weighs sixteen pounds at eight months old.

Since we have been feeding her your certified milk we have never had a doctor or nurse for the baby; she sleeps soundly all night, giving us no trouble whatever, which she never did before.

You will see that it is no wonder that we are grateful for being able to secure a product so nearly like Mother's Milk for our baby. We are anxious to do everything we can in word and action to assist in making known to the public the remarkable results we have had from the use of Pine Grove Certified Milk. Thanking you, we are

Respectfully yours,

ROBERT P. GILRAY,
57 Dash Avenue.



Mr. Oliver Cabana, Jr.,
Pine Grove Farms,
Elma Center, N. Y.

Dear Sir:—

We began using Pine Grove Farm certified milk when our baby was six weeks old, and he gained rapidly on it; the photograph shows him at four months old which speaks for itself, surely a happy, contented baby.

I can recommend your certified milk most highly as it has proven to be just as represented, fresh, pure, wholesome and clean, most especially adapted for infant feeding.

Yours truly,

JULIUS R. BRAUNLICH,

308 Landen Street,

Buffalo, N. Y.

Courtesy of Elma NY Historical Society
www.ElmaNYHistory.com - June, 2021